



LOCAL STRATEGIES FOR REDUCING THE MARKETING OF UNHEALTHY FOODS & BEVERAGES TO CHILDREN

KELLY A. DUMKE, MS
ALLISON KWAN, MPP

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
DIVISION OF CHRONIC DISEASE & INJURY PREVENTION

CNAP Meeting – December 15, 2014

Can you guess the logos?



Can you guess the slogan?



Finger Lickin' Good



Friends and Family



It's the Burrito with a Twist
They're Magically Delicious



Snap, Crackle! Pop!



Have It Your Way



Open Happiness



Roadmap



What's the big deal?

- Categories
- Money
- Everywhere

What's wrong with it?

- Children are vulnerable
- Health effects
- Childhood obesity

What can we do about it?

- International Efforts
- National Efforts
- Local Efforts

What's the big deal?



Food Marketing 101



Types of Marketing to Kids



TV and other media



Print



Digital media



Viral



In-Store and In-Restaurant Environments



School-based

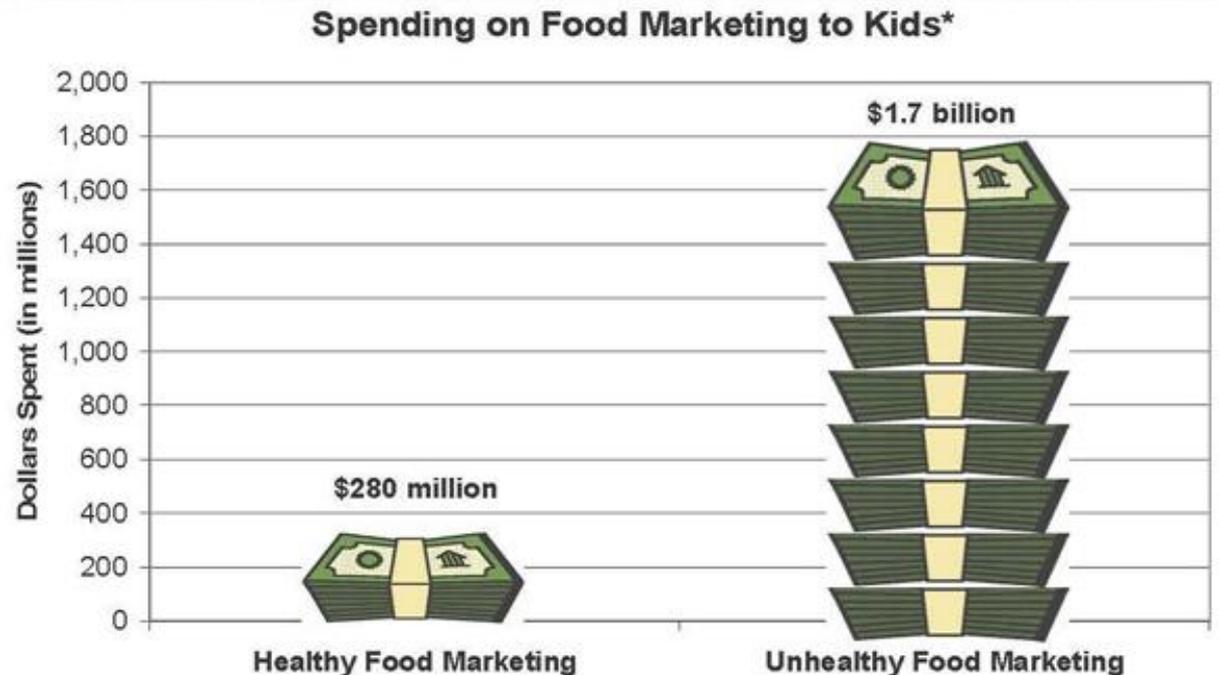


Cross Promotions/Celebrity Endorsements

Spending on Food Marketing to Kids

Total amount spent on food marketing to children is \$1.79 billion/yr

\$1 billion specifically targets young children ages 2-11



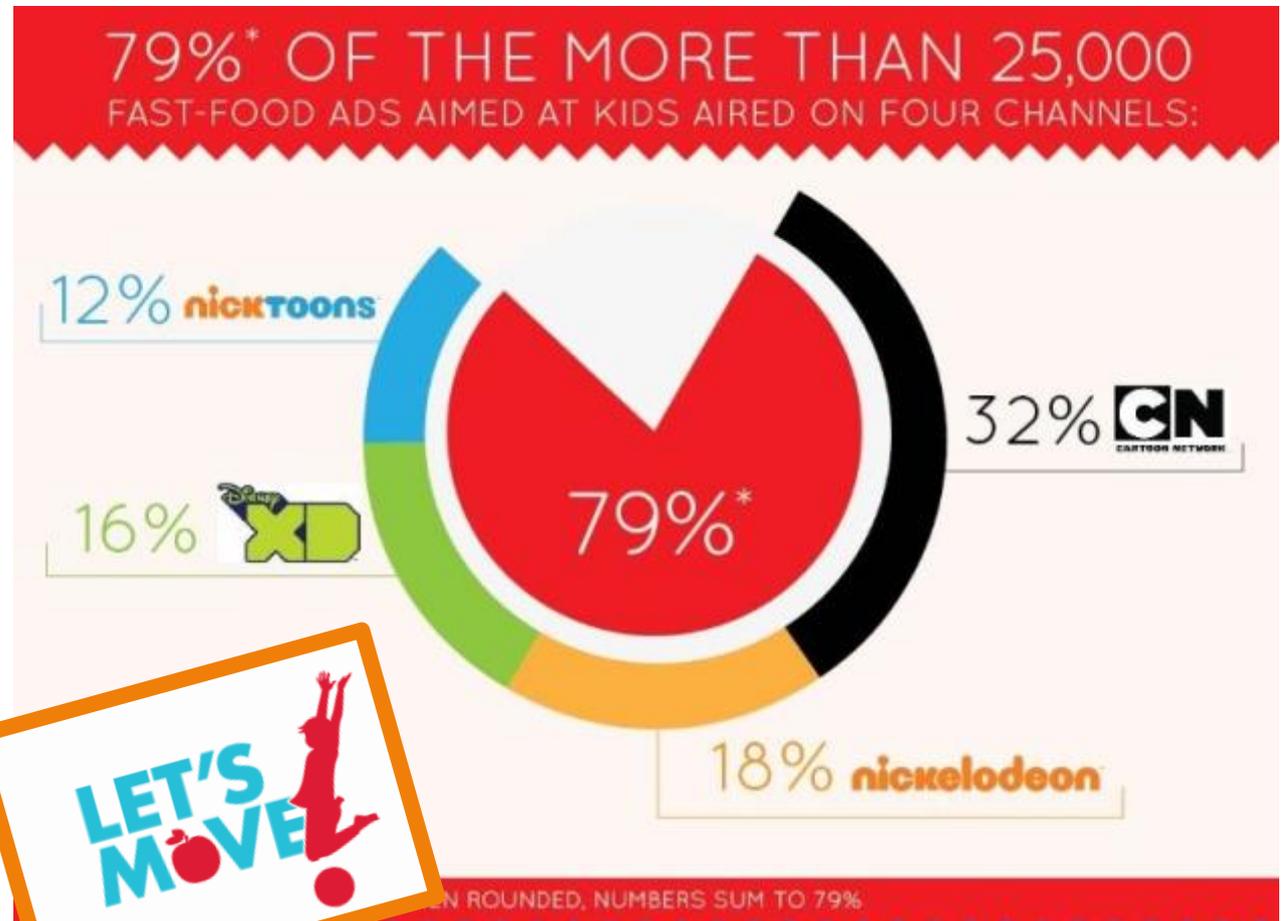
*Federal Trade Commission (FTC). *Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-regulation*. Washington, D.C.: FTC, 2008.
Powell L, Schembeck R, Szczypka G, Chaloupka F, Braunschweig C. "Trends in the Nutritional Content of TV Food Advertisements Seen by Children in the US: Analyses by Age, Food Categories and Companies." *Archives of Pediatric and Adolescent Medicine*, Published online August 2011. doi:10.1001/archpediatrics.2011.131.

TV Food Marketing

TV is king,
35% of
advertising
dollars

2-11 year olds
see 5,500 TV
ads for
food/year

TV food
advertising
affects
children's food
choices, food
purchase
requests, diets,
and health



Fast Food Marketing

99% of all fast-food ads targeting kids were placed by just two companies:



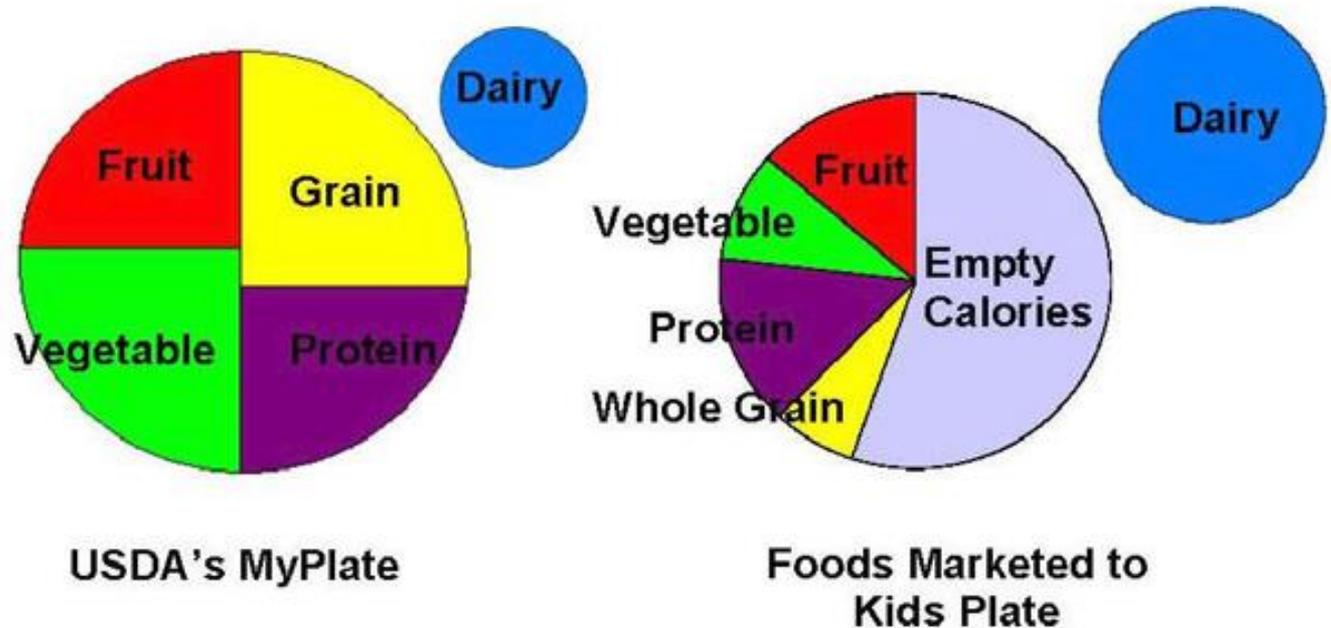
Food Marketed to Children

Overwhelming majority of foods marketed are of poor nutritional quality

73%

of foods advertised on children's TV shows are convenience/fast foods and sweets

Foods marketed to kids are out of balance.



What's wrong with it?



Why is children's food marketing troubling?

Young children are more vulnerable to marketing than older youth and adults

- Do not understand the purpose of advertising

Preschool aged children cannot tell distinguish between advertising and other forms of information.

- Trouble understanding the difference between reality and TV programming, even when the programming is animated
- Legal limits in other countries



International Bans/Restrictions on Marketing

Bans on TV Advertising to Children



- Norway
- Quebec (Canada)
- Sweden

Limits on TV Advertising to Children



- Multiple European Countries
- Australia
- Malaysia
- Korea
- Russian Federation
- Mexico

Food & Beverage Specific Regulations



- UK
- Nigeria
- Thailand
- Australia
- The Philippines
- France
- Chile
- Denmark
- Finland
- Malaysia
- Korea
- Romania



Influence of Food Marketing



By the age of 2, children may have beliefs about specific brands



2-6 year olds can recognize familiar brand names, packaging, logos, and characters and associate them with brands



Study demonstrated that branding of foods and drinks influence young children's taste perceptions (McDonald's)

How is health affected?



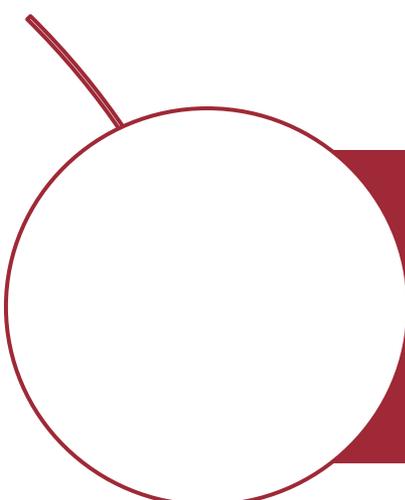
Children who are more familiar with unhealthy food brands are also more likely to be overweight.

TV advertising influences the diets of children ages 2-11.

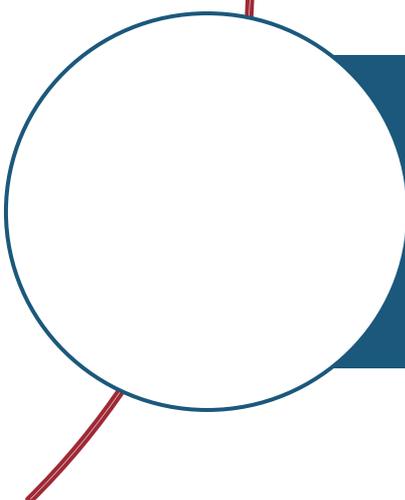
Children ate 45% more when exposed to food ads on TV than those that were exposed to non-food advertising.

Ethnic minorities, already at greater risk for childhood obesity, are often the subject of targeted marketing of junk foods.

Marketing, Obesity, & Minorities



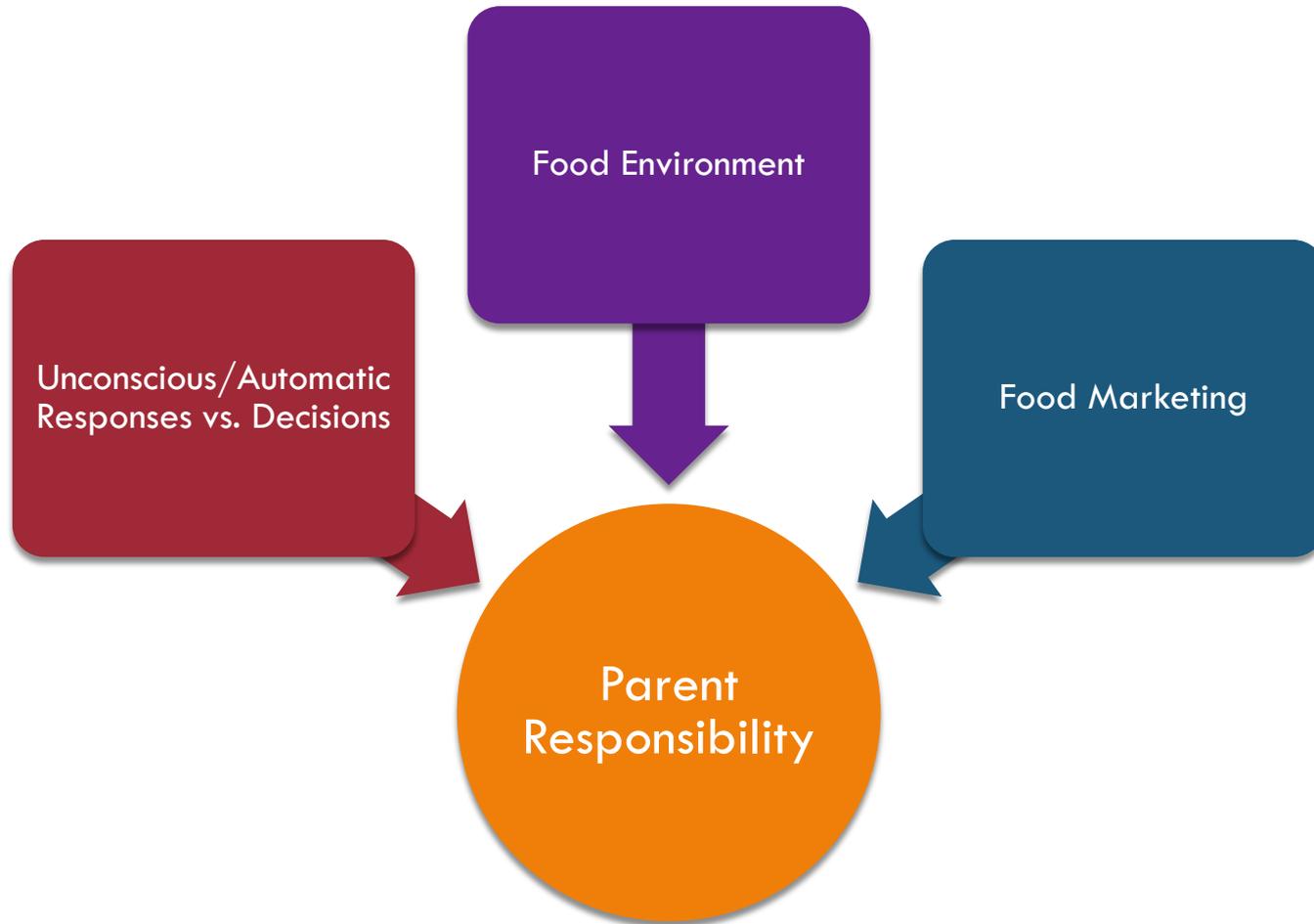
Ethnic minority children suffer the highest rates of obesity within the US



Targeted marketing of junk foods to ethnic minorities continues to increase:

- Fastest growing segments of the population
- Spending power
- Media use patterns

Decision-making Power & Parents



Tax Deductible Marketing & Advertising

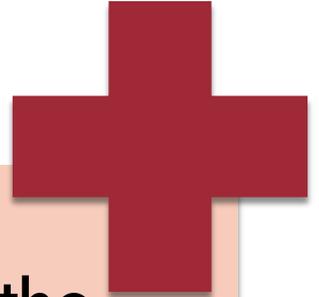


Under the current federal tax code:

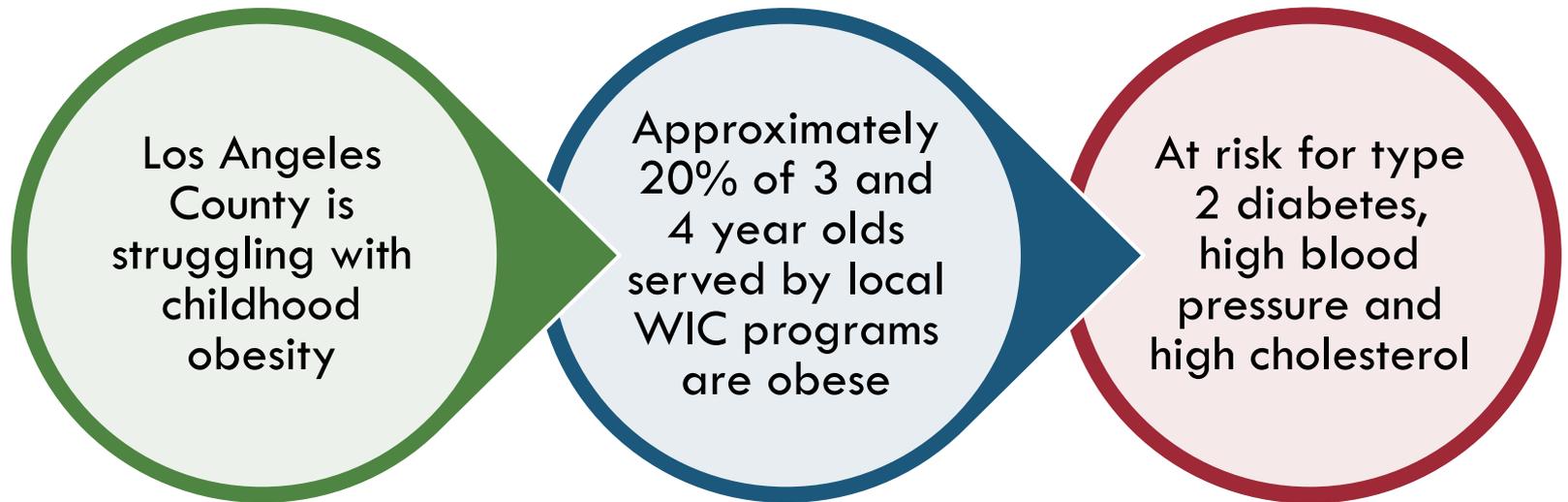
- Companies are able to deduct reasonable and necessary marketing and advertising expenses from their income taxes, including expenses for marketing junk to kids

Efforts to close the federal tax loophole:

- Stop Subsidizing Childhood Obesity Act



Childhood Obesity in LA County



- Highest rates in Latino children, followed by African American, White, and Asian



Why food marketing and childhood obesity?



Poor eating and marketing of unhealthy products are connected



Policies addressing food marketing to young children are an important part in reducing childhood obesity

National & Federal Efforts

Reducing Unhealthy Marketing to Children



Children's Food and Beverage Advertising Initiative (CFBAI)

Established in 2006

Pledged to promote “healthier dietary choices” in advertising directed to children aged <12 years

Studies found limited improvements

The Kellogg's logo is written in a red, cursive script font.The ConAgra Foods logo features the word "ConAgra" in red, a stylized "C" icon, and the word "Foods" in green. Below it is the tagline "Food you love" in red.The Hershey's logo consists of the word "HERSHEY'S" in white, bold, uppercase letters on a dark red background.The Unilever logo features a blue, ornate, floral "U" shape above the word "Unilever" in a blue, cursive font.

Voluntary Guidelines

2011 - Developed by the FTC, CDC, FDA, and USDA under the direction of Congress

Industry objected stating they were too broad

- Feared government retaliation

As a result, the FTC backed down and never released an updated version

What's currently happening on the federal level?



Feb. 2014 – New USDA Rules



Eliminate marketing for products that cannot be sold in schools



Phase out the advertising of sugary drinks and junk foods on vending machines and around campuses during the school day

Los Angeles County Efforts *Reducing Unhealthy Marketing to Children*



Insert the White Paper



White Paper Toolkit

MARKETING MATTERS

A WHITE PAPER ON STRATEGIES TO REDUCE
UNHEALTHY FOOD MARKETING TO YOUNG CHILDREN



Executive Summary

White Paper

Guides for:

- Community-based Organizations
- Parents
- Policymakers

Parent Collaborative Framework

PHASE 1 – Community Assessment

- Study needs assessment results
- Recruit for Parent Collaborative
- Attend DPH training PhotoVoice training
- Convene first Parent Collaborative Meeting
- Implement and analyze PhotoVoice results

PHASE 2 – Community Consensus and Focus

- Attend DPH training on White Paper
- Decide on policy focus based on Phase 1

PHASE 3 – Policy Adoption Model

- Attend DPH training on the Policy Adoption Model
- Implement Policy Adoption Model for issues determined from Phase 2

PHASE 4 – Community Change

- Continue implementation of the Policy Adoption Model for determined issues

PhotoVoice

First activity for the parent collaboratives

Capture the food marketing happening in their community

Examine the photos and collectively decide what areas of food marketing the community wants to work in



Parent Collaborative Framework

PHASE 1 – Community Assessment

- Study needs assessment results
- Recruit for Parent Collaborative
- Attend DPH training PhotoVoice training
- Convene first Parent Collaborative Meeting
- Implement and analyze PhotoVoice results

PHASE 2 – Community Consensus and Focus

- Attend DPH training on White Paper
- Decide on policy focus based on Phase 1

PHASE 3 – Policy Adoption Model

- Attend DPH training on the Policy Adoption Model
- Implement Policy Adoption Model for issues determined from Phase 2

PHASE 4 – Community Change

- Continue implementation of the Policy Adoption Model for determined issues

Policy Categories

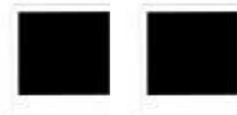
Child-oriented environments and schools



Restaurant environments



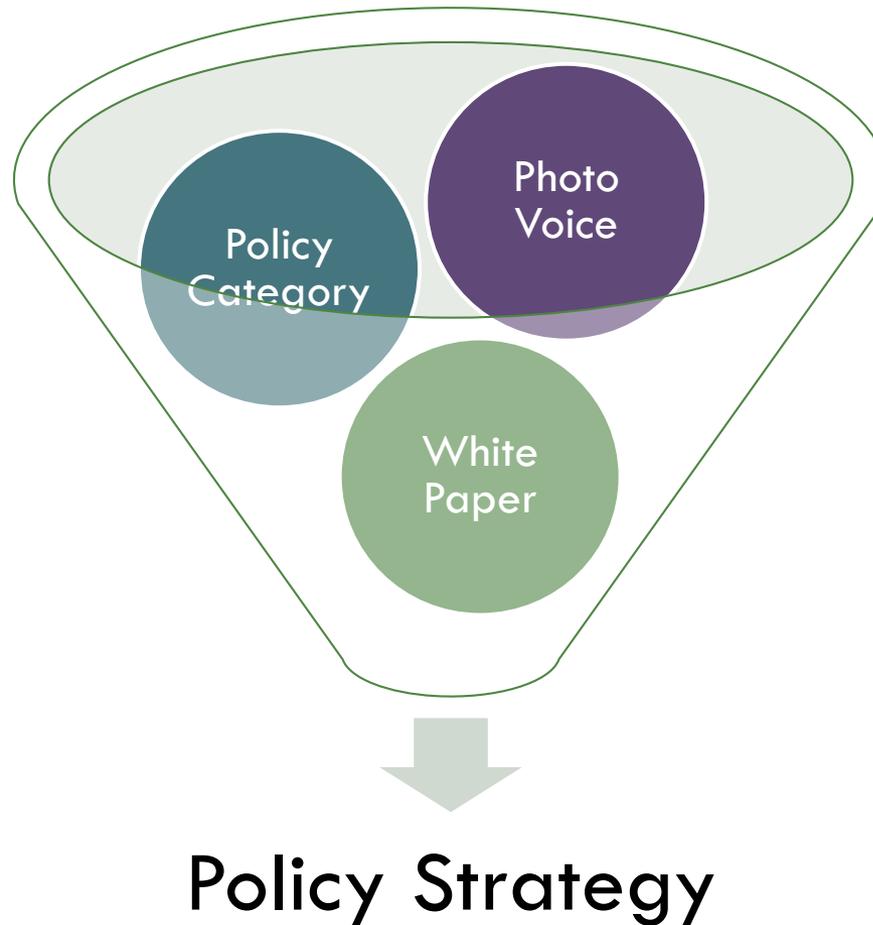
Retail environments



Outdoor advertising



Narrowing the Collaborative Focus



Parent Collaborative Framework

PHASE 1 – Community Assessment

- Study needs assessment results
- Recruit for Parent Collaborative
- Attend DPH training PhotoVoice training
- Convene first Parent Collaborative Meeting
- Implement and analyze PhotoVoice results

PHASE 2 – Community Consensus and Focus

- Attend DPH training on White Paper
- Decide on policy focus based on Phase 1

PHASE 3 – Policy Adoption Model

- Attend DPH training on the Policy Adoption Model
- Implement Policy Adoption Model for issues determined from Phase 2

PHASE 4 – Community Change

- Continue implementation of the Policy Adoption Model for determined issues

Policy Adoption Model

PHASE 1 :Community Assessment



PHASE 2: Policy Campaign Strategy



PHASE 3: Coalition Building/Broadening



PHASE 4: Policy Campaign Implementation



PHASE 5: Policy Implementation & Enforcement

What are we doing?



CONTRACTORS

**INTERNAL
PARTNERS**



**EXTERNAL
PARTNERS**

What are we doing?



CONTRACTORS

- ChangeLab Solutions
- Community Agencies

What are we doing?



INTERNAL PARTNERS

- **Choose Health LA**
- **NEOP**
- **Community Liaisons/Area Health Officers**

What are we doing?



EXTERNAL PARTNERS

- First 5 LA
 - Best Start Communities
 - Baby Friendly Hospitals
 - Welcome Baby Program
- California Department of Public Health
- WIC
- Los Angeles County Office of Education
- Los Angeles Food Policy Council
- American Academy of Pediatrics
- Elected Officials & Health Deputies
- Kaiser Community Health
- American Heart Association
- California Endowment
- Head Start

What can you do?

Call to Action



**How can you partner with
us?**



Acknowledgements

- **Los Angeles County Department of Public Health**
 - Kelly Dumke, MS
 - Lauren Dunning, JD, MPH
 - Lauren Walter, MPH, CHES
 - Allison Kwan, MPP
 - Linda Aragon, MPH
 - Zoë Phillips, MS, MPH, CHES
 - Paul Simon, MD, MPH

- **Change Lab Solutions**
 - Sabrina Adler, JD

- **Funding Source**
 - First 5 Los Angeles

Contact Information

Allison Kwan

Legal Policy Analyst

Los Angeles County Department of Public Health

Division of Chronic Disease & Injury Prevention

akwan@ph.lacounty.gov

Kelly A. Dumke

Special Projects Coordinator

Los Angeles County Department of Public Health

Division of Chronic Disease & Injury Prevention

kdumke@ph.lacounty.gov

Questions

